AMENDMENTS TO THE CLAIMS

1 - 107 (Canceled)

108. (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword;

ranking the plurality of bids based on at least one criterion;

displaying an advertisement associated with a highest ranked bid of the plurality of bids

with the keyword in a navigation interface, the navigation interface having a plurality of

increasingly specific hierarchical layers; and

displaying content via an internet that is associated with the advertisement, any one of

the content or the advertisement formatted for navigation with unique inputs.

109. (New) The method of claim 108, further comprising:

providing an account management interface to a user through the navigation interface.

110. (New) The method of claim 108, further comprising:

providing an auction or reverse auction through the navigation interface.

111. (New) The method of claim 108, wherein the keyword is a category.

112. (New) The method of claim 108, further comprising:

retaining user data for each of a plurality of users of the navigation interface; and

customizing the display of the navigation interface based on the user data.

113. (New) The method of claim 108, wherein displaying the advertising comprises:

displaying the advertisement within a cell of a primary navigation option, the cell within the navigation interface.

114. (New) The method of claim 108, further comprising:

displaying the content simultaneous with the advertisement.

115. (New) The method of claim 108, further comprising:

receiving one bid of the plurality of bids from a client through a web based interface.

116. (New) The method of claim 108, wherein displaying the advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

117. (New) The method of claim 108, wherein the navigation interface includes a plurality of cells corresponding to primary navigation options.

118. (New) The method of claim 108, further comprising:

receiving a selection of a unique navigation option from a remote control or a pointer device.

119. (New) The method of claim 108, further comprising:

displaying a web based interface for receiving the plurality of bids.

120. (New) The method of claim 119, wherein the web based interface includes client options for modifying a bid.

121. (New) The method of claim 108, further comprising:

tracking user selection of a navigation option; and

displaying a report of aggregated user selections.

122. (New) The method of claim 108, further comprising:

reformatting content from a website to display through the navigation interface with the advertisement.

123. (New) The method of claim 108, further comprising:

ranking bids to display advertisements in a layer at a maximum depth of the navigation interface.

124. (New) The method of claim 108, further comprising:

ranking bids to display advertisements in a specific layer of the navigation interface.

125. (New) The method of claim 108, wherein displaying the advertising comprises:

displaying the advertisement in a primary navigation option within the navigation interface, the primary navigation option not in a cell or matrix.

126.   (New) The method of claim 108, further comprising:

displaying the navigation interface as an overlay over the advertisement.

127.   (New) The method of claim 108, further comprising:

displaying the content simultaneous with the advertisement, the content including any

one of audio content or video content.

128.   (New) The method of claim 108, further comprising:

receiving navigation input selections from a voice recognition system.

129.   (New) The method of claim 108, further comprising:

receiving bids, advertisements and content over the internet from a remote machine.

130.   (New) The method of claim 108, wherein each of the plurality of bids

corresponds to a fixed time slot.

131.   (New) The method of claim 108, further comprising:

tracking user navigation for a pay-for-performance system.

132.   (New) A machine readable medium having instructions stored therein, which

when executed cause a machine to perform a set of operations comprising:

receiving a plurality of bids to display advertising in association with a keyword;

ranking the plurality of bids based on at least one criterion;

displaying an advertisement associated with a highest ranked bid of the plurality of bids with the keyword in a navigation interface, the navigation interface having a plurality of increasingly specific hierarchical layers; and

displaying content via an internet that is associated with the advertisement, any one of the content or the advertisement formatted for navigation with unique inputs.

133.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through the navigation interface.

134.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an auction or reverse auction through the navigation interface.

135.   (New) The machine readable medium of claim 132, wherein the keyword is a category.

136.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

retaining user data for each of a plurality of users of the navigation interface; and

customizing the display of the navigation interface based on the user data.

137.   (New) The machine readable medium of claim 132, wherein displaying the advertising comprises:

displaying the advertisement within a cell of a primary navigation option, the cell within the navigation interface.

138.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the content simultaneous with the advertisement.

139.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving one bid of the plurality of bids from a client through a web based interface.

140.   (New) The machine readable medium of claim 132, wherein displaying the advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

141.   (New) The machine readable medium of claim 132, wherein the navigation interface includes a plurality of cells corresponding to primary navigation options.

142.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving a selection of a unique navigation option from a remote control or a pointer device.

143.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids.

144.   (New) The machine readable medium of claim 143, wherein the web based interface includes client options for modifying a bid.

145.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user selection of a navigation option; and

displaying a report of aggregated user selections.

146.   (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

reformatting content from a website to display through the navigation interface with the advertisement.

147.   (New)   The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

ranking bids to display advertisements in a layer at a maximum depth of the navigation interface.

148.   (New)   The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

ranking bids to display advertisements in a specific layer of the navigation interface.

149.   (New)   The machine readable medium of claim 132, wherein displaying the advertising comprises:

displaying the advertisement in a primary navigation option within the navigation interface, the primary navigation option not in a cell or matrix.

150.   (New)   The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the navigation interface as an overlay over the advertisement.

151. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the content simultaneous with the advertisement, the content including any one of audio content or video content.

152. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections from a voice recognition system.

153. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving bids, advertisements and content over the internet from a remote machine.

154. (New) The machine readable medium of claim 132, wherein each of the plurality of bids corresponds to a fixed time slot.

155. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation for a pay-for-performance system.

156.   (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword;

ranking the plurality of bids based on at least one criterion; and

displaying an advertisement associated with a highest ranked bid of the plurality of bids

with the keyword in a navigation interface, the navigation interface having a plurality of

increasingly specific hierarchical layers.

157.   (New) The method of claim 156, further comprising:

providing an account management interface to a user through the navigation interface.

158.   (New) The method of claim 156, further comprising:

providing an auction or reverse auction through the navigation interface.

159.   (New) The method of claim 156, wherein the keyword is a category.

160.   (New) The method of claim 156, further comprising:

retaining user data for each of a plurality of users of the navigation interface; and

customizing the display of the navigation interface based on the user data.

161.   (New) The method of claim 156, wherein displaying the advertising comprises:

displaying the advertisement within a cell of a primary navigation option, the cell within

the navigation interface.

162. (New) The method of claim 156, further comprising:

displaying content with the advertisement.

163. (New) The method of claim 156, further comprising:

obtaining one bid of the plurality of bids from a client through a web based interface.

164. (New) The method of claim 156, wherein displaying the advertisement is through

a user terminal which is any one of an interactive television system, web appliance, computer

system or wireless device.

165. (New) The method of claim 156, wherein the navigation interface includes a

plurality of cells corresponding to primary navigation options.

166. (New) The method of claim 156, further comprising:

receiving a selection of a navigation option from a remote control or pointer device.

167. (New) The method of claim 156, further comprising:

displaying a web based interface for receiving the plurality of bids.

168. (New) The method of claim 167, wherein the web based interface includes client

options for modifying a bid.

169.   (New) The method of claim 156, further comprising:

tracking user selection of a navigation option; and

displaying a report of aggregated user selections.

170.   (New) The method of claim 156, further comprising:

reformatting content from a website to display through the navigation interface with the

advertisement.

171.   (New) The method of claim 156, further comprising:

receiving a unique input to select a primary navigation option corresponding to the

advertisement.

172.   (New) The method of claim 156, further comprising:

ranking bids to display advertisements in a layer at a maximum depth of the navigation

interface.

173.   (New) The method of claim 156, further comprising:

ranking bids to display advertisements in a specific layer of the navigation interface.

174.   (New) The method of claim 156, wherein displaying the advertising comprises:

displaying the advertisement in a primary navigation option within the navigation

interface, the primary navigation option not in a cell or matrix.

175. (New) The method of claim 156, further comprising:

displaying the navigation interface as an overlay over the advertisement.

176. (New) The method of claim 156, further comprising:

displaying content simultaneous with the advertisement, the content including any one of audio content or video content.

177. (New) The method of claim 156, further comprising:

receiving navigation input selections from a voice recognition system.

178. (New) The method of claim 156, further comprising:

receiving bids, advertisements and content over an internet from a remote machine.

179. (New) The method of claim 156, wherein each of the plurality of bids corresponds to a fixed time slot.

180. (New) The method of claim 156, further comprising:

tracking user navigation for a pay-for-performance system.

181. (New) A machine readable medium having instruction stored therein, which when executed cause a machine to perform a set of operations comprising:

receiving a plurality of bids to display advertising in association with a category or keyword;

ranking the plurality of bids based on at least one criterion; and

displaying an advertisement associated with a highest ranked bid of the plurality of bids with the category or keyword in a navigation interface, the navigation interface having a plurality of increasingly specific hierarchical layers.

182.   (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through the navigation interface.

183.   (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an auction or reverse auction through the navigation interface.

184.   (New) The machine readable medium of claim 181, wherein the keyword is a category.

185.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

retaining user data for each of a plurality of users of the navigation interface; and

customizing the display of the navigation interface based on the user data.

186. (New) The machine readable medium of claim 181, wherein displaying the advertising comprises:

displaying the advertisement within a cell of a primary navigation option, the cell within the navigation interface.

187. (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying content with the advertisement.

188. (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

obtaining one bid of the plurality of bids from a client through a web based interface.

189. (New) The machine readable medium of claim 181, wherein displaying the advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

190. (New) The machine readable medium of claim 181, wherein the navigation interface includes a plurality of cells corresponding to primary navigation options.

191.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

receiving a selection of a navigation option from a remote control.

192.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying a web based interface for receiving the plurality of bids.

193.   (New) The machine readable medium of claim 192, wherein the web based interface includes client options for modifying a bid.

194.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

tracking user selection of a navigation option; and

displaying a report of aggregated user selections.

195.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

reformatting content from a website to display through the navigation interface with the advertisement.

196.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

receiving a unique input to select a primary navigation option corresponding to the advertisement.

197.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

ranking bids to display advertisements in a layer at a maximum depth of the navigation interface.

198.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

ranking bids to display advertisements in a specific layer of the navigation interface.

199.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying the advertisement in a primary navigation option within the navigation

interface, the primary navigation option not in a cell or matrix.

200.   (New) The machine readable medium of claim 181, having further instructions

stored therein which when executed cause the machine to perform a further set of operations

comprising:

displaying the navigation interface as an overlay over the advertisement.

201.   (New) The machine readable medium of claim 181, having further instructions

stored therein which when executed cause the machine to perform a further set of operations

comprising:

displaying content simultaneous with the advertisement, the content including any one of

audio content or video content.

202.   (New) The machine readable medium of claim 181, having further instructions

stored therein which when executed cause the machine to perform a further set of operations

comprising:

receiving navigation input selections a voice recognition system.

203.   (New) The machine readable medium of claim 181, having further instructions

stored therein which when executed cause the machine to perform a further set of operations

comprising:

receiving bids, advertisements and content over an internet from a remote machine.

204.   (New) The machine readable medium of claim 181, wherein each of the plurality of bids corresponds to a fixed time slot.

205.   (New) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

tracking user navigation for a pay-for-performance system.